CONTRACT

WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

MEDIA STRATEGIES & RESEARCH VA
11350 RANDOM HILLS ROAD
SUITE 670
FAIRFAX, VA 22030

Contract / Revision	Alt Order #
310154 /	

Product

Contract Dates	Estimate #
10/22/12 - 10/29/12	**11103**

Advertiser	Original Date / Revision
KAINE FOR SENATE 2012	05/08/12 / 10/25/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WRC	Kaitie Conway	Washington DC

Special Handling

Demographic
RA18+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
42650	27689

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRC CDR	10/22/12	10/28/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	3	$2,430.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	1-1-1--	3	$810.00							
N 2	WRC CDR	10/22/12	10/28/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	5	$9,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	11111--	5	$1,800.00							
N 3	WRC CDR	10/22/12	10/28/12	7-9A TODAY SHOW	7A-9A		:30			NM	8	$20,320.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	12212--	8	$2,540.00							
N 4	WRC IP	10/27/12	10/27/12	News 4 Sat 6am 6-7a	6A-7A		:30			NM	1	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	-----S-	1	$600.00							
N 5	WRC CDR	10/27/12	10/27/12	Saturday Today 7-9a	7A-9A		:30			NM	1	$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	-----S-	1	$1,800.00							
N 6	WRC CDR	10/28/12	10/28/12	News Sun 7-8a	7-8a		:30			NM	1	$1,080.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	------S	1	$1,080.00							
N 7	WRC CDR	10/28/12	10/28/12	Sunday Today 8-9a	8-9A		:30			NM	1	$2,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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Contract / Revision	Alt Order #
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Contract Dates	Product	Estimate #
10/22/12 - 10/29/12		**11103**

Advertiser	Original Date / Revision
KAINE FOR SENATE 201	05/08/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------S	Spots/Week 1	Rate $2,000.00						
N 8	WRC CDR	10/22/12	10/28/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	2	$2,700.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays 1--1---	Spots/Week 2	Rate $1,350.00						
N 9	WRC CDR	10/22/12	10/28/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	3	$3,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays -11-1--	Spots/Week 3	Rate $1,000.00						
N 10	WRC IP	10/22/12	10/28/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	1	$400.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays --1----	Spots/Week 1	Rate $400.00						
N 11	WRC ED	10/28/12	10/28/12	News 4 Sun 9-10a	9-10A		:30			NM	1	$1,350.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------S	Spots/Week 1	Rate $1,350.00						
N 12	WRC CDR	10/22/12	10/28/12	Ellen	3P-4P		:30			NM	3	$2,400.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays -1-11--	Spots/Week 3	Rate $800.00						
N 13	WRC CDR	10/22/12	10/28/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	8	$8,640.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays 21212--	Spots/Week 8	Rate $1,080.00						
N 14	WRC CDR	10/22/12	10/28/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	8	$12,960.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays 12122--	Spots/Week 8	Rate $1,620.00						
N 15	WRC CDR	10/22/12	10/28/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	10	$18,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays 22222--	Spots/Week 10	Rate $1,800.00						
N 16	WRC CDR	10/22/12	10/28/12	7-730P NBC NIGHTLY NEW	7P-730P		:30			NM	1	$10,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays 1------	Spots/Week 1	Rate $10,000.00						
N 17	WRC CDR	10/28/12	10/28/12	6-630P NEWS4 @ 6P SU W	6-630P		:30			NM	1	$1,750.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------S	Spots/Week 1	Rate $1,750.00						
N 18	WRC CDR	10/22/12	10/26/12	730-8P ACCESS HOLLYWO	730P-8P		:30			NM	3	$16,500.00

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FOR NBCE CONTRACTS:
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10/22/12 - 10/29/12		**11103**

Advertiser	Original Date / Revision
KAINE FOR SENATE 201	05/08/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays -1-11--	Spots/Week 3	Rate $5,500.00						
N 19	WRC CDR	10/22/12	10/22/12	The Voice	8-10p		:30			NM	1	$11,500.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $11,500.00						
N 20	WRC CDR	10/23/12	10/23/12	The Voice	8-9p		:30			NM	1	$7,500.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays -T-----	Spots/Week 1	Rate $7,500.00						
N 21	WRC CDR	10/24/12	10/24/12	Law & Order SVU	9P-10P		:30			NM	1	$8,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays --W----	Spots/Week 1	Rate $8,000.00						
N 22	WRC IP	10/25/12	10/25/12	30 Rock/Parks	8-9p		:30			NM	1	$3,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ---T---	Spots/Week 1	Rate $3,000.00						
N 23	WRC CDR	10/22/12	10/28/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	7	$25,200.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays 21211--	Spots/Week 7	Rate $3,600.00						
N 24	WRC CDR	10/27/12	10/27/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	1	$3,600.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays -----1-	Spots/Week 1	Rate $3,600.00						
N 25	WRC IP	10/28/12	10/28/12	1130P-1205A NEWS (NFL)	1130P-1205a		:30			NM	1	$2,500.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $2,500.00						
N 26	WRC CDR	10/22/12	10/28/12	1135-1237A TONIGHT SHO\	1135P-1237A		:30			NM	4	$6,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays 1-111--	Spots/Week 4	Rate $1,500.00						
D 27	WRC IP	10/28/12	10/28/12	News Sun 6-7a	6-7a		:30			NM	0	$0.00
N 28	WRC IP	10/27/12	10/27/12	News 4 Sat 9-1030a	9-1030a		:30			NM	1	$900.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays -----S-	Spots/Week 1	Rate $900.00						
N 29	WRC IP	10/27/12	10/27/12	6-630P NEWS4 @ 6P SA W	6-630P		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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10/22/12 - 10/29/12		**11103**

Advertiser	Original Date / Revision
KAINE FOR SENATE 201	05/08/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays -----S-	Spots/Week 1	Rate $1,000.00							
N 30	WRC	10/26/12	10/26/12	Dateline	10P-11P		:30			NM	1	$5,900.00
CDR												
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays ----F--	Spots/Week 1	Rate $5,900.00							
N 31	WRC	10/23/12	10/23/12	1237-137a Fallon	1237-137a		:30			NM	1	$250.00
IP												
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays -1-----	Spots/Week 1	Rate $250.00							
N 32	WRC	10/22/12	10/28/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	2	$1,200.00
IP												
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays -1-1---	Spots/Week 2	Rate $600.00							
N 33	WRC	10/22/12	10/28/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	3	$5,000.00
IP												
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays 1--11--	Spots/Week 3	Rate $1,400.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WRC*	*10/22/12-10/28/12*		*6-7A NEWS4 @ 6AM*	*6A-7A*	M---ThF----	*:30*		*~~$1,400.00~~*	*NM*		
See MG 33.4,33.5												
PREEMPT												
3	*WRC*	*10/22/12-10/28/12*		*6-7A NEWS4 @ 6AM*	*6A-7A*	M---ThF----	*:30*		*~~$1,400.00~~*	*NM*		
See MG 33.4,33.5												
PREEMPT												
4	WRC	10/26/12-10/29/12		6-7A NEWS4 @ 6AM	6A-7A	M-----F----	:30		$1,800.00	NM		
Ⓜ	MG for 33.3,36.1,33.2											
5	WRC	10/26/12-10/29/12		6-7A NEWS4 @ 6AM	6A-7A	M-----F----	:30		$1,800.00	NM		
Ⓜ	MG for 33.3,36.1,33.2											
N 34	WRC	10/28/12	10/28/12	News Sun 6-7a	6-7a		:30			NM	1	$600.00
IP												
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays ------S	Spots/Week 1	Rate $600.00							
N 35	WRC	10/22/12	10/28/12	Ellen	3P-4P		:30			NM	2	$1,200.00
IP												
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays 1-1----	Spots/Week 2	Rate $600.00							
N 36	WRC	10/22/12	10/28/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	1	$700.00
IP												
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays -1-1---	Spots/Week 2	Rate $700.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WRC*	*10/22/12-10/28/12*		*4-5P NEWS4 @ 4PM*	*4P-5P*	-Tu-Th-----	*:30*		*~~$700.00~~*	*NM*		
See MG 33.4,33.5												
PREEMPT												

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10/22/12 - 10/29/12		**11103**

Advertiser	Original Date / Revision
KAINE FOR SENATE 201:	05/08/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 37	WRC IP	10/22/12	10/28/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	2	$2,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	1-1----	2	$1,200.00							
								Totals			93	$201,380.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	92	$199,580.00	$169,643.00
10/29/12 -10/29/12	1	$1,800.00	$1,530.00
Totals	93	$201,380.00	$171,173.00

Signature: _____ **Date:** _____

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